

# **EXHIBIT 107**

## **REDACTED**

# gTrade Team Background

- gTrade team created Q2'13 to optimize GDN bidding on exchanges (AdX, AWBID, ...)
  - Team: [REDACTED] Nirmal, [REDACTED]
  - Other contributors: [REDACTED] Woojin
- Prior work on AdX
  - Bid capping to prevent clawback (launched)
  - Dynamic revshare + throttling (launched)
  - pCTR model for revenue/payout calibration (launched, adding features)
- Current work (this presentation)
  - Improving AdX match rate (currently ~ [REDACTED])
  - Increasing GDN profit on AdX pubs
  - Increasing AdX publisher revenue

# Profit Optimization Outline

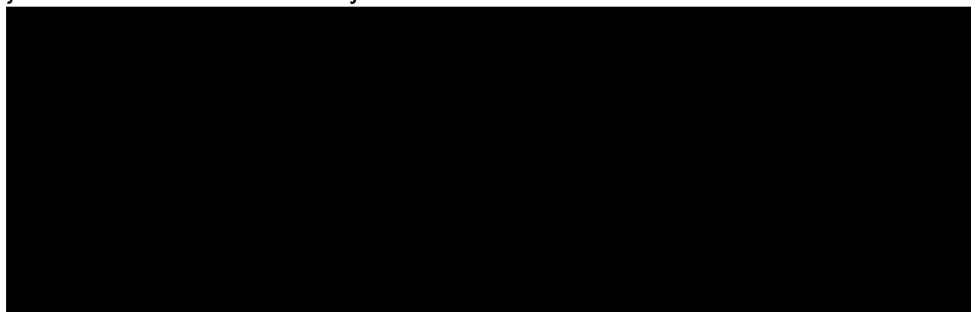
- . Main Idea of "Project Bernanke"
- . Simulation
- . Publisher Considerations
- . Advertiser Considerations
- . Legal Considerations
- . Current Status
- . Future Considerations

# GDN on AdX Profit Optimization (Project Bernanke)

Goal: Max GDN profit while maintaining second price auction + 14% margin  
(Revisit these constraints in later discussion slide)

3 key observations of current system:

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Proposal:

- Increase first bid (CAT2 winner) & decrease second bid to AdX (next slide)
  - Spends the budget unconstrained \$ on unmatched + lost queries
- Does not change pCTR, CAT2 auction, advertiser costs

# Log Simulation

